

CONTRACT

Print Date 08/10/12

Page 1 of 2



KSWB
7191 Engineer Rd.
San Diego, CA 92111
(858) 492-9269

Del Cielo Media
10755 Scripps Poway Parkway
Suite #550
San Diego, CA 92131

And

Contract / Revision		Alt Order #	
378780 /			
Product Carl DeMaio for Mayor			
Contract Dates		Estimate #	
10/29/12 - 11/06/12		C29N06	
Advertiser Carl DeMaio for Mayor			
Original Date / Revision		08/09/12 / 08/09/12	
Billing Cycle	Billing Calendar	Cash/Trade	
EOM/EOC	Broadcast	Cash	
Station	Account Executive	Sales Office	
KSWB	House House	San Diego KSW	
Special Handling			
Demographic Adults 35+			
IDB#	Advertiser Code	Product Code	
Agency Ref		Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	5	10/29/12	11/02/12	M-F 4p-5p	4p-5p		:30			NM	5	\$875.00
Week: 10/29/12 11/04/12 11/11/12 M----- 1 Spots/Week Rate \$175.00												
N 2	5	11/05/12	11/05/12	M-F 4p-5p	4p-5p		:30			NM	1	\$175.00
Week: 11/05/12 11/11/12 M----- 1 Spots/Week Rate \$175.00												
N 3	5	10/29/12	11/02/12	FOX 5 Morning News	5a-6a		:30			NM	5	\$750.00
Week: 10/29/12 11/04/12 11/11/12 MTWTF-- 5 Spots/Week Rate \$150.00												
N 4	5	11/05/12	11/06/12	FOX 5 Morning News	5a-6a		:30			NM	2	\$300.00
Week: 11/05/12 11/11/12 MT----- 2 Spots/Week Rate \$150.00												
N 5	5	10/29/12	11/02/12	M-F 7a-9a	7a-9a		:30			NM	10	\$2,750.00
Week: 10/29/12 11/04/12 11/11/12 MTWTF-- 10 Spots/Week Rate \$275.00												
N 6	5	11/05/12	11/06/12	M-F 7a-9a	7a-9a		:30			NM	4	\$1,100.00
Week: 11/05/12 11/11/12 MT----- 4 Spots/Week Rate \$275.00												
N 7	5	11/04/12	11/04/12	Su 8a-9a	8a-9a		:30			NM	1	\$100.00
Week: 10/29/12 11/04/12 11/11/12 M----- 1 Spots/Week Rate \$100.00												
N 8	5	10/29/12	10/31/12	Wkday Late News Rotator	10P-11P		:30			NM	2	\$1,000.00
Week: 10/29/12 11/04/12 11/11/12 M-W---- 2 Spots/Week Rate \$500.00												
N 9	5	11/05/12	11/05/12	Wkday Late News Rotator	10P-11P		:30			NM	1	\$500.00
Week: 11/05/12 11/11/12 M----- 1 Spots/Week Rate \$500.00												
N 10	5	10/29/12	10/30/12	M-F 7a-9a	7a-9a		:30			NM	2	\$550.00
Week: 10/29/12 11/04/12 11/11/12 MT----- 2 Spots/Week Rate \$275.00												
N 11	5	10/31/12	10/31/12	M-F 10a-11a	10a-11a		:30			NM	1	\$100.00
Week: 10/29/12 11/04/12 11/11/12 MT----- 1 Spots/Week Rate \$100.00												
N 12	5	10/31/12	10/31/12	M-F 430a News	430a-5a		:30			NM	1	\$25.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



KSWB
7191 Engineer Rd.
San Diego, CA 92111
(858) 492-9269

Contract Agreement Between:

Contract / Revision		Alt Order #
378780 /		
Contract Dates		
10/29/12 - 11/06/12		
Product		Estimate #
Carl DeMaio for Mayor		C29N06
Advertiser		Original Date / Revision
Carl DeMaio for Mayor		08/09/12 / 08/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 13	5	11/01/12	11/02/12	Fox 5 News at 6	6p-7p		:30	2	\$225.00	NM	2	\$450.00
Week: 10/29/12		11/04/12	11/05/12	---TF--				Spots/Week	Rate			
Week: 11/05/12		11/11/12	11/12/12	M-----				Spots/Week	Rate			
N 14	5	11/05/12	11/05/12	Fox 5 News at 6	6p-7p		:30	1	\$225.00	NM	1	\$225.00
Week: 10/29/12		11/04/12	11/05/12	---TF--				Spots/Week	Rate			
Week: 11/05/12		11/11/12	11/12/12	M-----				Spots/Week	Rate			
Totals												\$8,900.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	38	\$8,900.00	\$7,565.00
Totals	38	\$8,900.00	\$7,565.00

Signature: _____ Date: _____

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278780

2020

PROGRAM..... REP101
COMPANY..... 02 Del Cio-o Media
OFFICE..... 01 San Diego
MEDIA..... TV TELEVISION
CLIENT..... DEM1 Carl DeMajo for Mayor
PRODUCT..... OEDR Carl DeMajo for Mayor
ESTIMATE..... C2906 10/29-11/06 BROADCAST
STATION..... KSWB-TV KSWB-TV CHANNEL

BUY DETAIL REPORT

RUN DATE 6/08/12
RUN TIME 17:13:32
PAGE 1

MARKET..... SU1 SAN DIEGO, CA
RATING SERVICE
START/END DATES 10/01/12 - 11/06/12
FLIGHT DATES 10/29/12 - 11/06/12
RP35+ COVERAGE 95%
SHARE: MAY12 PVT: NOV11

ITEM	LEN	DAY(S)	TIME	SA	COST	Q	REF	NUMBER OF SPOTS PER WEEK												TOTAL SPOTS	RP35+
								29	30	31	1	2	3	4	5	6					
1	30	MTWTF..	0400P-0500P	DR 02	175.00	G		1	1	1	1	1					6			1.1	159.09
2	30	MTWTF..	0500A-0600A	FOX5 NEWS 5AM	150.00	G		1	1	1	1	1					7			.6	250.00
3	30	MTWTF..	0700A-0900A	FOX5 NEWS / FOX5 MORN	275.00	G		2	2	2	2	2					14			1.9	144.74
4	30S	0800A-0900A	FOX NEWS	100.00	G								1			1			.9	111.11
5	30	MTWTF..	0600P-0700P	6P NEWS	275.00	G		1	1	1	1						6			.9	250.00
6	30	MTWTF..	1000P-1100P	FOX5 NEWS 10PM	500.00	G		1	1	1	1						3			2.5	200.00
10/29/12 - 11/06/12																					
TOTAL SPOTS																					51.2
TOTAL COST																					173.93

4-Sp 12 02
5-6a News
7-9a News
8-9a 3m News
6-7p News
10-11p News

278780 spots

[illegible]

Additional Comments:


Internal Notes:	
Approval:	Date: Keyed By:

Lee, Benson

From: Sarah Linden <SLinden@Delelmedia.com>
Sent: Thursday, August 09, 2012 10:48 AM
To: Lee, Benson; Carmen Magdaleno
Subject: RE: KSWB MG

This is fine, sorry about that!

Thank you


Sarah Linden
President
slinden@delelmedia.com
858 460-7040
10755 Scripps Poway Parkway, Suite 550
San Diego, CA 92131

From: Lee, Benson [mailto:delee@tribune.com]
Sent: Thursday, August 09, 2012 10:45 AM
To: Carmen Magdaleno; Sarah Linden
Subject: KSWB MG

Hey Ladies,

Everything looked great on the orders, except the last week of 10/29. We limited the 6-7p News to 2x/wk in Oct/Nov. I put a MG package together to make up the money, so please let me know if this works?

Thanks!

Benson Lee
KSWB Fox 5
National Sales Manager
Office: 858-496-0255
Cell: 619-517-8356
Fax: 858-268-0719

